



Published on: 29-03-2014

Dr. C. Shalini Kumar
Asso. Prof
Dept. of Commerce,
M.O.P Vaishnav College
for Women, Chennai



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**MPGI International
Conference 2014**
(MPGIIC-2014)

International Conference
"Interdisciplinary approaches
in Commerce and Management"

On
28th & 29th March-2014



Conflict of Interest: None Declared !

THE BEHAVIOURAL IMPACT:

A Study on the Association between Consumer Preference, Demographic Attributes and Celebrity Endorsements. (A study on the behavioral pattern of consumers in Chennai with reference to select durable products)

Dr. C. Shalini Kumar,
Associate Professor, Dept. of Commerce, M.O.P Vaishnav College for Women, Chennai.

Cite this article as:

Dr. C. Shalini Kumar. THE BEHAVIOURAL IMPACT: A Study on the Association between Consumer Preference, Demographic Attributes and Celebrity Endorsements.
Asian Journal of Management Sciences.
02 (03 Special Issue); 2014; 36-51.

Introduction

Celebrities endorsing brands has been steadily increasing over the past few years. Marketers overtly acknowledge the power of celebrities in influencing consumer –purchase decisions. It is also a universally accepted fact that celebrity endorsement can bestow special attributes upon a product or service that it may have lacked otherwise. In this scenario the relevance of the study and what it purports to contribute is vital.

Objectives of the Study

- 1.To identify and analyse the various demographic factors which have an influence on the behavioural pattern of the consumers.
- 2.To study the demographic characteristics of the consumers
3. To study the influence of the demographic variables on the factors of impact on celebrity endorsement and consumer behaviour

Need for the Study

Celebrity usage in advertisements is one of the topical strategies of many brands, The purpose of such usage may be for getting attention, for prolonged association, or for the purpose of recall. This study purports to consider the application of the AIDA theory, where A – ATTENTION- consumers' focus on the advertisements

I – INTEREST – consumers' interest in the product

D- DESIRE – the stimuli or cue to purchase the product

A- ACTION- purchase of the product based on the advertisements

As such it proceeds to analyse the impact of celebrities in influencing the consumers to purchase the durables.

Statement of the Problem

The statement of the problem is based on the following –

- The endorsements given by celebrities to various durable products.
- The extent of influence of demographic variables on the buying intentions of the consumers.
- The influence of celebrity endorsements on preference of the consumers.
- The extent of association between consumer preference, demographic variables and celebrity endorsements.

Research Methodology

The methodology adopted in this study relates to data collection and questionnaires. The sampling plan used for the final study is discussed in detail along with data collection procedures and data analysis procedures used in pretest, pilot test and the final study.

Sampling Plan and Data Collection

The sample has been chosen within the city of Chennai. Convenience sampling has been resorted to. The focus is on the behavioural pattern of consumers towards durable products. The questionnaires were distributed to a sample population of 500 consumers.

Study Area

The study area taken up by the researcher is Chennai city

Data Collection

Data collection comprises of primary data and secondary data. The primary data has been collected through questionnaires and secondary data from related journals and publications.

Questionnaire Design

The questionnaire was based on the initial research model and propositions. Primary data were collected through questionnaire survey. A questionnaire with five sections was developed and finalized.

Analysis of Data

The primary data collected has been analysed using various statistical tools as under mentioned -

- Factor Analysis
- Analysis of variance
- t-Tests

Limitations of the Study

- Due to paucity of time and cost constraint, the study is confined to Chennai city only.
- The study has been conducted based on the responses of the selected respondents of Chennai city. Hence the inferences, findings of the analysis need not hold good totally for Chennai city as a whole or the country at large.
- The study is limited to the 456 responses of consumers in Chennai. More responses would have made an extensive study possible.
- The study covers only cars, washing machines, air conditioners, mobiles and DTH services in use by the respondents of the present study. No attempt has been made on products of similar nature as it involves a wider study.

Review of Literature

The behavioral pattern of the consumers varies depending upon demographic variables like age, income, gender, occupation, etc. Each variable has its own attribute reflecting on behavioural pattern of the consumers.

Consumer Behaviour – General Studies

In this era of competition, understanding the consumer is a necessity for marketers. Consumer needs and preferences are continuously changing, given the

changes in factors like demographics and lifestyles. Consumer Behavior relates to understanding the internal variables like motivation, personality, perception, learning, and attitude, and external variables like reference groups, family, social class, and culture, and their influence on consumer decision-making process. It also extends to the consumers' acceptance of innovation, and their purchase and post-purchase behavior.

Leif E. Hem and Nina M. Iversen, (2009) The most successful brand extensions are considered to be those having high perceived similarity between the parent brand and the extensions. Earlier research have mainly examined the effects of overall measures of perceived similarity between a parent brand and an extension. This study investigates the effects of three types of perceived similarity (usage, associations, competence) and three areas of consumer knowledge (original brand, original category, extension category) on evaluations of brand extensions. The results indicate that some types of perceived similarity and knowledge are more important than others. These findings imply that brand managers need to identify and measure the relevant types of perceived similarity and knowledge that will affect evaluations of brand extensions in order to design effective communication strategies for extensions.

Paul Simonet, (2009) The traditional ways of building and measuring brand value are no longer relevant as new types of brands, such as Google and Amazon, have merged and new ways of experiencing brands have developed . The paper uses brands in sporting goods, beer and cars to demonstrate Brand Experience Value, a new methodology has been used to measure the degree to which a customer is prepared to accept an engagement experience with the brand. The results allow a brand to understand its experience footprint' in an absolute and competitive relevant sense.

Given these factors of celebrity endorsement and consumer behaviour, it is clear that utilization of advertisements through celebrity endorsements immediately affects the viewers and creates optimistic intended recreation among the consumers. The issues of celebrities, brands and product characteristics found essential and sharply estimate the impact of celebrity endorsements, a major problem for an advertiser particular to those who target the customers to convey the intended message.

Celebrity Endorsements – Demographic Perspective

Demographic variables like gender, age, etc . do have an impact on consumers. This is in the context that

irrespective of the gender for whom product is advertised, the endorsement given by a celebrity has an immense influence on the attitudes and perception of the consumers at large.

Nathan Klaus (2008) reported on a study that aimed at assessing the impact of gender – both gender of the consumer and gender of the endorser on consumers' attitudes and perceptions of celebrity athlete endorsements. An experiment was conducted to test the hypotheses. The stimuli used were varied, with one ad featuring a male celebrity endorser and the other using a female celebrity endorser.

Consumer Behaviour –Demographics Perspective

It is an obvious fact that the behavioural pattern of the consumers is to a large extent, dependent on demographic variables.

Kay M. Palan (2010), This paper presents a thorough review, grounded in theoretical models of gender identity of consumer behavior studies .Based on the literature review, the paper evaluates whether gender identity research is still warranted .Several different terms have been used over the course of gender identity research to signify gender identity. This review only includes studies that have specifically examined the degree to which an individual identifies himself or herself with masculine and feminine personality traits.

Robert Passikoff, (2010) Following the latest fashions is not enough to boost a brand. The requirements of the consumer need to be understood and the wants in each individual category has to be considered. The role that trends play in the creation of a brand or marketing strategy should be clearly identified The brand needs to meet consumer expectations first before being subjected to any fashionable attributes.

Karen Tillson and Robert Passikoff, (2009) analyse the way in which brands need a category-specific understanding of engaging consumers via creative retail communication techniques. As the consumer are different demographically, i.e. age cohort, their expectations from a brand, and their emotional response to consumer touch points, the ways brands reach out to engage them also differ. This research has examined two of the strongest brands in the female specialty apparel category and has demonstrated emotionally-based consumer-centric view , by touch point, among age cohort groups, while still maintaining a consistent brand image

Demographic Characteristics of Respondents

Demographic variables are essential to identify the characteristics features of consumers. Consumer segmentation and its nature are being identified

through the demographics of age , gender and occupation. A consumer realizes the need of the product, utility of the product and price of the product, utility of the product and price of the product through their affordability and economic background.

Age

Age is a crucial demographic variable to decide consumer behavioural aspects towards durable and non- durable products. It is found that in many researches that the product characteristics is well associated with different categories of age group of the consumers.

Ref:“Brand Equity”, Philip Kotler , Macmillan Publication.

The following frequency distribution explains the percentage of different segmentation of the respondents.

		Age	Frequency	Valid Percent
Valid	1.00	15-25	232	46.4
	2.00	25-35	95	19.0
	3.00	35-45	81	16.2
	4.00	45-55	84	16.8
	5.00	55 & above	8	1.6
	Total		500	100.0

Table 1: Age of the Respondents

From the above table it is found that sample unit comprises of 46.4% consumer in the age group less than 25 (232 frequency), whereas the minimum frequency is found in the age group of 55 and above (1.6%).

Gender

Gender is an obvious basis for differences in marketing. In this context, both primary and secondary differences have to be considered. Primary differences relate to physical or psychological traits that are inherent to males or females. Secondary gender traits tend to be associated with one gender more than the other.

Ref:Advertising Principles and Practice -Wells, Burnett & Moriarty, Prentice- Hall publications, Fifth Edition

		Gender	Frequency	Valid Percent
Valid	1	Male	396	79.2
	2	Female	104	20.8
	Total		500	100.0

Table 2: Gender of the Respondents

It is clear from the above table that the composition of the sample consists of 79.2% being male respondents (396 frequency) and 20.8 % being female respondents (104 frequency).

Education

The level of education attained also influences the behaviour of a consumer. Products must be marketed differently to better educated consumers than to the less educated. Consumers with higher education levels are often more responsive to technical and scientific appeals, prefer informative ads and are better able to judge the relationship between the price and quality of a product.

Ref: Advertising Principles and Practice, Wells, Burnett & Moriarty, Prentice- Hall Publications, Fifth Edition.

		Education	Frequency	Valid Percent
Valid	1	School education	71	14.2
	2	Graduate	54	10.8
	3	Post graduate	178	35.6
	4	Professional	105	21.0
	5	Others	92	18.4
	Total		500	100.0

Table 3: Education of the Respondents

The sample taken for the purpose of the study shows that post graduates constitute a high frequency at 35.6% (178 frequency), followed by professional at 21.0% (105 frequency) and graduates with a minimum frequency of 10.8% (54 frequency).

Occupation

Occupation or profession of a person influences buying behaviour. The lifestyles and buying considerations and decisions differ widely according to the nature of the occupation.

Ref:Marketing Management, Debraj Datta & Mahua Datta, Vrinda Publications (P) Ltd., Second Edition.

		Occupation	Frequency	Valid Percent
Valid	1	Private sector	134	26.8
	2	Public sector	72	14.4
	3	Self-employed	137	27.4
	4	Professionals	39	7.8
	5	Others	118	23.6
	Total		500	100.0

Table 4: Occupation of the Respondents

The above table identifies self – employed respondents and respondents employed under the private sector at almost closer levels of frequency with 27.4% (137 frequency) and 26.8 % (134 frequency) and professionals with 7.8% (39 frequency) at the lowest.

Family Members involved in Purchase Decision

The composition of families can be another base to relate to consumer behavioural pattern. Among all factors, the single most influential group in the

consumption behaviour pattern of an individual is the family. The consumption pattern varies depending on the age of the consumer like children, teenager, etc. but the decision maker is ultimately the bread winner of the family who may be the husband or wife or both. The purchase decision can also have the impact of elder members (geriatric) in the family.

Ref: Consumer Behaviour & Marketing Research ,Suja R.Nair, Himalaya Publishing House.

		Members	Frequency	Valid Percent
Valid	1	1 member	159	31.8
	2	2 member	194	38.8
	3	3 member	88	17.6
	4	4 member	37	7.4
	5	5 members & above	22	4.4
	Total		500	100.0

Table 5: Family Members of the Respondents

The above table reveals that the purchase decision in a family relates to a composition of 2 members with 38.8% frequency, followed by decision taken by a single member at 31.8%. This implies that 2 members in a family generally decide on the purchase of durables.

Income

This determines the purchasing power of the consumer. Income can be categorized into individual income and family income based on which the purchase pattern of a consumer varies. The disposable income of an individual relates to the net income, wherein an increase in such income leads to increase in expenditure and vice – versa. On the other hand, discretionary income is one that is available after meeting the basic necessities of life where an increase in such income leads to increase in the expenditure of shopping goods, luxuries, etc which improves the standard of living of a person. When it comes to family income, it refers to the aggregate income of all members of the family and a surplus would lead to higher standard of living.

Ref: Marketing Management, Debraj Datta & Mahua Datta, Vrinda Publications (P) Ltd., Second Edition.

		Income level	Frequency	Valid percent
Valid	3.00	20,000-30,000	153	30.6
	4.00	30,000-40,000	143	28.6
	5.00	More than 40,000	204	40.8
	Total		500	100.0

Table 6: Income of the Respondents

The table above shows that from the chosen sample, 40.8% of the respondents categorise with an earning capacity of Rs. 40,000 and above (204 frequency), 30.6% of them fall in the income range of Rs.20,000 - 30,000 (153 frequency) and 28.6% of them have the least earning capacity of Rs.30,000 – 40,000 (143 frequency).

Influence of Demographic Variables on the Factors of Impact on Celebrity Endorsement and Consumer Behaviour

Many marketing studies identify that the celebrity endorsement as well as consumer behaviour are influenced by demographic backgrounds of the consumers. It is found that age, gender, education, occupation, income level and members of the family as well as number of family members are considered as independent variables on the factors of celebrity endorsement and consumer behaviour is obtained through the analysis of variance. It compares the segmentation of various demographic variables and their respective mean values simultaneously.

Influence of age on the factors of impact of celebrity endorsement and consumer behaviour

The present study deals with five different segmentations of age groups of consumers and their influence over the factors derived through factor analysis, a principal component method. This analysis clearly reveals

Three factors of motivation - Need, Financial credit and Product utility,

Two factors of influence - Celebrity's vouching of the durable's features and quality and Edge over the competing brand of durable product,

Four factors of purchase attitude change - Enhancement of buyer's belief of want satisfaction, Right choice of durable product, Promising off-seasonal sales/ seasonal sales and More weightage for celebrity endorsed advertisements and two factors of purchase decision - Celebrity endorsed advertisement makes brand recall easier at the time of purchase and Off – seasonal / seasonal sales of durable products through celebrity endorsed advertisements are also promising. These factors are considered as dependent variables.

The relationship between independent and dependent variables is established through one-way Analysis of Variance (ANOVA) as presented below.

		Sum of Squares	df	Mean Square	F	Sig.
MF1	Between Groups	2.710	4	.678	.678	.608
	Within Groups	494.922	495	1.000		
	Total	497.632	499			
MF8	Between Groups	1.538	4	.385	3.077	.007
	Within Groups	176.724	495	.357		
	Total	178.262	499			
MF3	Between Groups	6.130	4	1.533	1.810	.126
	Within Groups	419.070	495	.847		
	Total	425.200	499			
CE2	Between Groups	.521	4	.130	.174	.952
	Within Groups	370.687	495	.749		
	Total	371.208	499			
CE7	Between Groups	2.327	4	.582	3.686	.002
	Within Groups	419.545	495	.848		
	Total	421.872	499			
PC7	Between Groups	2.631	4	.658	1.283	.276
	Within Groups	253.801	495	.513		
	Total	256.432	499			
PC1	Between Groups	.940	4	.235	.269	.898
	Within Groups	431.722	495	.872		
	Total	432.662	499			
PC9	Between Groups	5.342	4	1.335	3.805	.022
	Within Groups	820.770	495	1.658		
	Total	826.112	499			
PC5	Between Groups	4.236	4	1.059	1.232	.296
	Within Groups	425.514	495	.860		
	Total	429.750	499			
PD1	Between Groups	2.165	4	.541	.803	.524
	Within Groups	333.627	495	.674		
	Total	335.792	499			
PD8	Between Groups	1.605	4	.401	.616	.651
	Within Groups	322.513	495	.652		
	Total	324.118	499			

Table 7: ANOVA for Age of the Respondents

From the above table it is found that personal influence ($f = 3.077$) differs significantly with respect to age of the consumers. Therefore it can be concluded that the consumers in the age group of 25-35 are highly motivated by celebrity endorsements whereas the consumers in the age group of 35-45 are moderately motivated by celebrity endorsements.

The table also shows that external influence ($f = 3.686$) is yet another aspect that differs significantly with respect to the consumers' age. This infers that consumers falling within the age group of 45-55 are subject to a greater influence of celebrity endorsements, but consumers within the age of 25-35 are impacted by these factors only to a lesser degree.

Similarly, product quality and promotion ($f = 3.805$) differs significantly as far as age is concerned, wherein the respondents of the age group of 45-55 are influenced by celebrity endorsements on aspects that relate to the

quality of the product and other promotional aspects pertaining to purchase of durables, but such endorsements are less significant when it relates to the age group of 55 and above.

Influence of gender on the factors of impact of celebrity endorsement and consumer behaviour

The study deals with both genders of consumers and their influence over the factors derived through factor analysis, a principal component method. This analysis clearly reveals that the variables, namely, Need, Financial credit and Product utility (factors of motivation), Celebrity's vouching of the durable's features and quality and Edge over the competing brand of durable product (factors of influence), Enhancement of buyer's belief of want satisfaction, Right choice of durable product, Promising off-seasonal sales/ seasonal sales and More weightage for celebrity endorsed advertisements (factors of purchase attitude change) and Celebrity

endorsed advertisement makes brand recall easier at the time of purchase and Off –seasonal / seasonal sales of durable products through celebrity endorsed advertisements are also promising (factors of purchase decision) are dependent on the behavioural pattern of

the consumers based on the individual perception the respective genders.

The ANOVA table identifies the relationship between independent and dependent variable established through one-way analysis is presented below.

		Sum of Squares	df	Mean Square	F	Sig.
MF1	Between Groups	.192	1	.192	.192	.661
	Within Groups	497.440	498	.999		
	Total	497.632	499			
MF8	Between Groups	1.051	1	1.051	2.953	.006
	Within Groups	177.211	498	.356		
	Total	178.262	499			
MF3	Between Groups	.047	1	.047	.055	.815
	Within Groups	425.153	498	.854		
	Total	425.200	499			
CE2	Between Groups	.015	1	.015	.020	.887
	Within Groups	371.193	498	.745		
	Total	371.208	499			
CE7	Between Groups	.086	1	.086	.102	.750
	Within Groups	421.786	498	.847		
	Total	421.872	499			
PC7	Between Groups	1.800	1	1.800	3.520	.001
	Within Groups	254.632	498	.511		
	Total	256.432	499			
PC1	Between Groups	3.224	1	3.224	3.739	.044
	Within Groups	429.438	498	.862		
	Total	432.662	499			
PC9	Between Groups	8.268	1	8.268	5.034	.025
	Within Groups	817.844	498	1.642		
	Total	826.112	499			
PC5	Between Groups	1.166	1	1.166	1.355	.245
	Within Groups	428.584	498	.861		
	Total	429.750	499			
PD1	Between Groups	.023	1	.023	.034	.853
	Within Groups	335.769	498	.674		
	Total	335.792	499			
PD8	Between Groups	.032	1	.032	.050	.824
	Within Groups	324.086	498	.651		
	Total	324.118	499			

Table 8: ANOVA - Gender

From the table it is found that personal influence (f = 2.953) differs significantly with respect to gender of the consumers. It can be concluded that the male respondents are highly motivated by celebrity

endorsements when compared to their female counterparts, when it comes to purchase of durables.

The above table also infers that choice of alternatives and consumer satisfaction (f = 3.520) has a significant

difference, where female respondents have a greater degree of purchase attitude change when it relates to purchase of durable products.

The table also infers that the right choice of durable product (f = 3.739) has a significant difference, where male respondents are subject to more of purchase attitudinal change when it relates to purchase of durable products.

Product quality and promotion (f = 5.034) is another factor which has a significant difference, in which case ,the table reveals that the female respondents are more conscious of quality of the product and give a favourable response to the promotional aspects pertaining to durable products.

Influence of education on the factors of impact of celebrity endorsement and consumer behavior

The educational qualification consumers and their influence over the factors derived through factor analysis, a principal component method. This analysis

clearly reveals that the variables, namely, Need, Financial credit and Product utility identified as factors of motivation, Celebrity’s vouching of the durable’s features and quality and Edge over the competing brand of durable product identified as factors of influence, Enhancement of buyer’s belief of want satisfaction, Right choice of durable product, Promising off-seasonal sales/seasonal sales and More weightage for celebrity endorsed advertisements as factors of purchase attitude change and Celebrity endorsed advertisement makes brand recall easier at the time of purchase and Off –seasonal / seasonal sales of durable products through celebrity endorsed advertisements are also promising are such factors which influence the consumers based on their education of the consumers .

The ANOVA table identifies the relationship between independent and dependent variable established through one-way analysis is presented below.

		Sum of Squares	df	Mean Square	F	Sig.
MF1	Between Groups	2.355	4	.589	.589	.671
	Within Groups	495.277	495	1.001		
	Total	497.632	499			
MF8	Between Groups	3.468	4	.867	2.455	.005
	Within Groups	174.794	495	.353		
	Total	178.262	499			
MF3	Between Groups	.969	4	.242	.283	.889
	Within Groups	424.231	495	.857		
	Total	425.200	499			
CE2	Between Groups	3.748	4	.937	1.262	.284
	Within Groups	367.460	495	.742		
	Total	371.208	499			
CE7	Between Groups	3.361	4	.840	.994	.410
	Within Groups	418.511	495	.845		
	Total	421.872	499			
PC7	Between Groups	1.546	4	.386	.750	.008
	Within Groups	254.886	495	.515		
	Total	256.432	499			
PC1	Between Groups	3.250	4	.812	.936	.442
	Within Groups	429.412	495	.867		
	Total	432.662	499			
PC9	Between Groups	10.619	4	2.655	1.611	.170
	Within Groups	815.493	495	1.647		
	Total	826.112	499			
PC5	Between Groups	5.815	4	1.454	1.698	.009
	Within Groups	423.935	495	.856		
	Total	429.750	499			
PD1	Between Groups	3.444	4	.861	1.283	.276
	Within Groups	332.348	495	.671		
	Total	335.792	499			
PD8	Between Groups	2.517	4	.629	.968	.424
	Within Groups	321.601	495	.650		
	Total	324.118	499			

Table 9: ANOVA - Education

From the above table it is clear that personal influence (f = 2.455) differs significantly as far as education is concerned. It reveals that professionally qualified consumers are highly motivated by celebrity endorsed advertisements in comparison with other category of consumers (housewives, students, etc.)

Enhancement of buyer's belief of want satisfaction (f = 0.750) is yet another factor, which shows that there is significant difference amongst consumers with regard to education. The table shows that on one hand, respondents with professional education are convinced by a celebrity's testimonial about a durable product, on the other hand conviction is less when it relates to housewives, students, etc.

The table shows that there exists more weightage for celebrity endorsed advertisements (1.698) amongst the respondents falling in the category of those who are graduates, wherein it is not so with regard to those who have had only school education.

Influence of occupation on the factors of impact of celebrity endorsement and consumer behaviour

The occupation of the consumers and their influence over the factors derived through factor analysis, a principal component method. This analysis clearly reveals that the variables, namely, Need, Financial credit and Product utility identified as factors of motivation, Celebrity's vouching of the durable's features and quality and Edge over the competing brand of durable product identified as factors of influence, Enhancement of buyer's belief of want satisfaction, Right choice of durable product, Promising off-seasonal sales/ seasonal sales and More weightage for celebrity endorsed advertisements as factors of purchase attitude change and Celebrity endorsed advertisement makes brand recall easier at the time of purchase and Off –seasonal / seasonal sales of durable products through celebrity endorsed advertisements are also promising are such factors based on the education of the consumers

		Sum of Squares	df	Mean Square	F	Sig.
MF1	Between Groups	10.559	5	2.112	2.142	.009
	Within Groups	487.073	494	.986		
	Total	497.632	499			
MF8	Between Groups	1.914	5	.383	1.072	.375
	Within Groups	176.348	494	.357		
	Total	178.262	499			
MF3	Between Groups	2.049	5	.410	.478	.792
	Within Groups	423.151	494	.857		
	Total	425.200	499			
CE2	Between Groups	2.625	5	.525	.704	.621
	Within Groups	368.583	494	.746		
	Total	371.208	499			
CE7	Between Groups	2.293	5	.459	.540	.746
	Within Groups	419.579	494	.849		
	Total	421.872	499			
PC7	Between Groups	4.667	5	.933	1.831	.105
	Within Groups	251.765	494	.510		
	Total	256.432	499			
PC1	Between Groups	5.672	5	1.134	1.313	.257
	Within Groups	426.990	494	.864		
	Total	432.662	499			
PC9	Between Groups	4.263	5	.853	.512	.007
	Within Groups	821.849	494	1.664		
	Total	826.112	499			
PC5	Between Groups	4.729	5	.946	1.099	.360

	Within Groups	425.021	494	.860		
	Total	429.750	499			
PD1	Between Groups	5.365	5	1.073	1.604	.157
	Within Groups	330.427	494	.669		
	Total	335.792	499			
PD8	Between Groups	3.021	5	.604	.929	.461
	Within Groups	321.097	494	.650		
	Total	324.118	499			

Table 10: ANOVA - Occupation

The table shows that the occupation of the respondents decides on the Product need and characteristics (f=2.142), where those employed in the public sector are subject to focusing more on this factor than those are employed in the private sector.

Product quality and promotion (f=0.512) is another factor which has a greater impact on respondents employed in the public sector when compared to their professionally employed counterparts.

Influence of income on the factors of impact of celebrity endorsement and consumer behaviour

The income level of the consumers and their influence over the factors derived through factor analysis, a principal component method. This analysis clearly reveals that the income of the respondents has an

influence on their behavioural pattern . These variables relate to Need, Financial credit and Product utility identified as factors of motivation, Celebrity’s vouching of the durable’s features and quality and Edge over the competing brand of durable product identified as factors of influence, Enhancement of buyer’s belief of want satisfaction, Right choice of durable product, Promising off-seasonal sales/ seasonal sales and More weightage for celebrity endorsed advertisements as factors of purchase attitude change and Celebrity endorsed advertisement makes brand recall easier at the time of purchase and Off –seasonal / seasonal sales of durable products through celebrity endorsed advertisements are also promising are such factors.

		Sum of Squares	df	Mean Square	F	Sig.
MF1	Between Groups	.917	2	.459	.459	.632
	Within Groups	496.715	497	.999		
	Total	497.632	499			
MF8	Between Groups	.550	2	.275	.770	.464
	Within Groups	177.712	497	.358		
	Total	178.262	499			
MF3	Between Groups	2.511	2	1.256	1.476	.229
	Within Groups	422.689	497	.850		
	Total	425.200	499			
CE2	Between Groups	.628	2	.314	.421	.657
	Within Groups	370.580	497	.746		
	Total	371.208	499			
CE7	Between Groups	.527	2	.264	.311	.733
	Within Groups	421.345	497	.848		
	Total	421.872	499			
PC7	Between Groups	.573	2	.286	.556	.574
	Within Groups	255.859	497	.515		
	Total	256.432	499			
PC1	Between Groups	2.015	2	1.007	1.162	.314
	Within Groups	430.647	497	.866		
	Total	432.662	499			
PC9	Between Groups	2.659	2	1.329	.802	.449

	Within Groups	823.453	497	1.657		
	Total	826.112	499			
PC5	Between Groups	.202	2	.101	.117	.890
	Within Groups	429.548	497	.864		
	Total	429.750	499			
PD1	Between Groups	31.403	2	15.701	25.637	.000
	Within Groups	304.389	497	.612		
	Total	335.792	499			
PD8	Between Groups	19.899	2	9.949	16.254	.000
	Within Groups	304.219	497	.612		
	Total	324.118	499			

Table 11: ANOVA - Income

The above table reveals that the respondents falling in the income level of Rs. 40,000 and above ,find brand recall (f= 25.637) easier and a better means of product identification than those falling in the income bracket of Rs. 20,000- Rs. 30,000, at the time of purchase of the durables.

On the same parlance, celebrity endorsement and purchase decision (f = 16.254) is another factor which is convincing for the respondents falling in the income group of Rs.20, 000 – Rs. 30,000, whereas those whose income level is beyond Rs. 40,000 do not feel the impact of celebrity endorsement on their purchase decision.

ASSOCIATION BETWEEN CONSUMER PREFERENCE AND CELEBRITY ENDORSEMENT

	N	Mean	Std. Deviation	Std. Error mean	T-test	Significance
Cars	500	3.3960	.91917	.04111	9.634	.000
Washing machines	500	3.4340	.73670	.03295	13.173	.000
Air conditioners	500	4.1160	.76924	.03440	32.441	.000
Mobiles	500	3.3260	.87936	.03933	8.290	.000
DTH services	500	3.8880	.85611	.03829	23.194	.000

Table 12: t-test for Consumer Preference

The above table shows that air conditioners with a mean value of 4.1160 and t-test value of 32.441 is highly significant and as such proves that the preference for the purchase of a durable product is greatly influenced due to the presence of a celebrity in the advertisements. Whereas on the other hand, when it comes to DTH services, washing machines, cars and mobiles ,the table shows mean values at 3.880, 3.4340, 3.3960 and 3.3260 respectively are significant to a lesser degree , in the sense that the preference of these durables are dependent on celebrity endorsements. Hence, it can be concluded that the testimonials given by celebrities do create a great impact on the consumer preference for purchase of the durable products considered for the purpose of study.

CONSUMER PREFERENCE AND CELEBRITY ENDORSEMENT FOR FIVE DIFFERENT TYPES OF DURABLE PRODUCTS

The present study deals with influence of celebrity endorsement on five durable products with respect to various characteristics like brand, style, product features, price, quality, warranty, colour, product model, endorsing celebrity, value added services, installment purchase facility, financial assistance from banks, performance and after sales service. It is important to identify product wise characteristics, consumer preference and influence of celebrity endorsement on consumer preference for all five products, namely cars, washing machines, air conditioners, mobiles and DTH services

Product Attributes	N	Mean	Std. Deviation	Std. Error Mean	T value	Signifi-cance
Brand	500	3.7275	1.00037	.05002	14.545	.000
Style	500	3.0725	.94045	.04702	1.542	.124
Product features	500	3.4375	.98668	.04933	8.868	.000
Price	500	3.9050	.95826	.04791	18.888	.000
Quality	500	3.9075	.87799	.04390	20.672	.000
Warranty	500	3.1225	.97461	.04873	2.514	.012
Colour	500	3.1350	1.00464	.05023	2.688	.007
Product model	500	3.8625	.87779	.04389	19.652	.000

Endorsing celebrity	500	3.7800	.92126	.04606	16.933	.000
Value added services	500	3.5575	.96904	.04845	11.506	.000
Installment purchase facility	500	3.4850	.97321	.04866	9.967	.000
Financial assistance from banks	500	2.2425	.97008	.04850	-15.617	.000
Performance	500	4.6125	.50297	.02515	64.119	.000
After sales service	500	4.4150	.60720	.03036	46.607	.000

Table 13: Consumer Preference and Celebrity Endorsement for Cars

From the above table it is found that mean value of brand (3.72), product features (3.43) are statistically significant at 5% level whereas style (3.07) is statistically insignificant. This shows that the t-values 14.545, 8.868 are significant and the t – value 1.542 is insignificant. Therefore it can be concluded that during the purchase of cars celebrity endorsement is useful in brand recall as well as to explain the product features, but celebrity endorsement does not reveal the style of the product properly.

When it comes to price and quality with the mean values at 3.9050 and 3.9075 are statistically significant at 5% level, which relates to the t-values at 18.888 and 20.672 are highly significant. This shows that price and quality are considered as important attributes when it comes to purchase of cars and is more promising and acceptable for the consumers when endorsed by celebrities.

Similarly, product model (3.8625) and endorsing celebrity (3.78), with the respective mean values show that they are significant at 5% level where the t-levels are at 19.652 and 16.933, signifying that when it comes purchase of cars, choice of the model supported with celebrity endorsement is convincing for a consumer.

In addition to this value added services and installment, proving that facility are considerably significant at 5 %

level, with mean values recorded at 3.5575 and 3.480 which shows that these two attributes are identified as essential in the process of purchase of cars.

The table reveals that the mean value of warranty (3.1225) and colour (3.1350) are moderately significant with t – values at 0.012 and 0.007, expressing that the role of celebrities with regard to these two factors play a less important role when it comes to purchase of cars.

Interestingly beyond all these factors performance (4.6125) and after sales service (4.4150) have been identified as highly significant in contrast to financial assistance provided by banks (2.2425) which is insignificant at 5% level. Hence performance clubbed with after sales service gains priority over other attributes of cars, which is of utmost importance to the respondents.

As far as cars are concerned brand, product features, model, installment purchase system are better insisted by celebrities in advertisements and the respondents are convinced about these aspects through celebrities.

Product attributes	N	Mean	Std. Deviation	Std. Error Mean	T value	Significance
Brand	500	3.1575	.88581	.04429	3.556	.000
Style	500	4.2500	.60275	.03014	41.145	.000
Product features	500	3.4475	.88555	.04428	10.107	.000
Price	500	3.8325	.86679	.04334	19.209	.000
Quality	500	3.8350	.84532	.04227	19.756	.000
Warranty	500	3.5825	.83663	.04183	13.925	.000
Colour	500	3.8775	.83320	.04166	21.063	.000
Product model	500	4.0100	.80717	.04036	25.026	.000
Endorsing celebrity	500	4.0175	.91613	.04581	22.213	.000
Value added services	500	3.5625	.75996	.03800	14.803	.000
Installment purchase facility	500	3.3725	.92784	.04639	8.029	.000
Financial assistance from banks	500	3.3950	.72477	.03624	10.900	.000
Performance	500	4.0975	.78072	.03904	28.115	.000
After sales service	500	3.2875	.87851	.04393	6.545	.000

Table 14: Consumer Preference and Celebrity Endorsement for Washing Machines

With regard to washing machines, the next category of durable product taken for the purpose of the study, the

above table shows that the mean value of Style (4.2500), product model (4.0100) Endorsing celebrity with mean

value 4.0175 and Performance of the washing machine with mean value 4.0975 are highly significant at 5% level. This shows that the t-values for the respective attributes at 41.145, 25.0265, 22.213 and 28.115 are highly significant. Therefore it can be concluded that on purchase of washing machines, the endorsement of a celebrity is considered essential for highlighting on the style, product model and a promising testimony on the performance of the product.

The price, quality and colour of the washing machines with the mean values at 3.8325, 3.8350 and 3.8775 at 5% level of significance and with the t-values at 19.209, 19.756 and 21.063 are highly significant. This shows that price, quality and colour are identified as important aspects by the respondents as far as purchase of washing machines are concerned.

Apart from this, value added services, warranty and product features with mean values 3.5625, 3.5825 and 3.4475 respectively and t-values 14.803, 13.925 and 10.107 are another set of attributes which are

considered important while purchasing washing machines, as the table reveals that these are moderately significant at 5% level.

Similarly, installment purchase facility with mean value 3.3725 and financial assistance from banks with mean value 3.3950 shows that they are significant at 5% level where the t-levels are at 8.029 and 10.900, signifying that consumers do consider financial assistance and installment purchase facility provided by banks as essential for purchase of washing machines.

In addition to this after sales services provide by the dealers and brand of the washing machines, are considerably significant at 5% level, with mean values recorded at 3.2875 and 3.1575 and t-values at 6.545 and 3.556 shows that these two attributes are as essential for purchase of washing machines.

The influence of celebrity endorsements on the purchase of washing machines is high when it relates to features pertaining to style, product model and performance, which are considered essential by the respondents.

Product attributes	N	Mean	Std. Deviation	Std. Error Mean	T value	Significance
Brand	500	3.9075	.83107	.04155	21.839	.000
Style	500	3.6300	.97492	.04875	12.924	.000
Product features	500	3.5225	.95749	.04787	10.914	.000
Price	500	3.6450	.94138	.04707	13.703	.000
Quality	500	4.2425	.65009	.03200	38.823	.000
Warranty	500	4.1025	.70230	.03512	31.397	.000
Colour	500	4.1550	.72269	.03613	31.964	.000
Product model	500	4.0225	.84782	.04239	24.121	.000
Endorsing celebrity	500	2.3900	.65496	.03275	-18.627	.000
Value added services	500	2.7050	.50360	.02518	-11.716	.000
Installment purchase facility	500	2.3900	.63158	.03158	-19.317	.000
Financial assistance from banks	500	3.3800	.53975	.02699	14.081	.000
Performance	500	3.8100	.62440	.03122	25.945	.000
After sales service	500	3.7200	.79573	.03979	18.097	.000

Table 15: Consumer Preference and Celebrity Endorsement for Air Conditioners

From the above table it is found that mean value of quality 4.2425, warranty 4.1025, colour 4.1550 and product model 4.0225 of air conditioners are statistically significant at 5% level. This shows that the t-values 38.823, 31.397, 31.964 and 24,121 are significant. Therefore it can be concluded that consumers are influenced by celebrity endorsements on aspects of product quality, model, warranty and colour.

Brand (3.9075), style (3.6300), product features (3.5225) and price (3.640) with their respective mean values are

statistically significant at 5% level, with significant t-values at 21.839, 12.924, 10.914 and 13.703. This shows that the respondents are subjectively influenced by celebrities for purchase of air conditioners.

Similarly, when it comes to influence of celebrities, it extends to factors like financial assistance from banks (3.380), performance of the product (3.8100), after sales service provided (3.7200) are statistically significant at 5% level where the t-levels are at 14.081, 25.945, 18.097

signifying that these factors have an implication on the respondents while purchasing air conditioners
 On a different perspective , the endorsing celebrity (2.3900) , value added services (2.7050) and installment purchase facility (2.3900) are insignificant at 5 % level, where the t-values are recorded at -18.627, - 11.716 and - 19.317 showing that endorsements, value added

services and installment facilities are immaterial for the consumers as far as air conditioners are concerned.
 In conclusion, it is obvious that consumers trust the endorsements given by celebrities for air conditioners pertaining to quality, warranty, product model, performance, financial assistance and after sales service.

Product attributes	N	Mean	Std. Deviation	Std. Error Mean	T value	Signifi-cance
Brand	500	3.4875	.60891	.03045	16.012	.000
Style	500	4.5100	.55738	.02787	54.182	.000
Product features	500	4.8675	.35392	.01770	105.533	.000
Price	500	3.4375	.60581	.03029	14.443	.000
Quality	500	4.1875	.76407	.03820	31.084	.000
Warranty	500	3.5125	.98094	.04905	10.449	.000
Colour	500	3.0975	.99522	.04976	1.959	.051
Product model	500	3.2025	.99194	.04960	4.083	.000
Endorsing celebrity	500	3.9250	.81918	.04096	22.584	.000
Value added services	500	3.0425	1.07870	.05394	.788	.431
Installment purchase facility	500	3.4625	.94117	.04706	9.828	.000
Financial assistance from banks	500	3.5025	.92311	.04616	10.887	.000
Performance	500	3.7075	.97175	.04859	14.561	.000
After sales service	500	2.7725	1.03606	.05180	-4.392	.000

Table 16: Consumer Preference and Celebrity Endorsement for Mobiles

From the above table it is found that mean value of style (4.5100), product features (4.8675) and quality (4.1875) are highly significant at 5% level .This shows that the t-values 54.182, 105.533 and 31.084 are very significant. Therefore it can be concluded that during the purchase of mobiles celebrity endorsement is useful in enhancing the product style and features, and also convince the consumers of the product quality.

When it comes to endorsing celebrity (3.9250), warranty (3.5125) financial assistance from banks (3.5025) , brand (3.4875) , Installment purchase facility(3.4625)and price (3.4375) are statistically significant at 5% level, which relates to the t-values at 22.584, 10.449,

10.887,16.012, 9.828, 14.443 are significant. This shows that the respondents consider the stated factors to be essential while purchasing mobiles.

On the other hand, value added service with the mean value at (3.0425) and a t-value of 0.788 is insignificant at 5% level inferring that celebrity endorsement for mobiles is considered to be unessential .In the same parlance, after sales service with a mean value of 2.7725 is insignificant at 5% level where t-values is at – 4.392.

The above study reveals that celebrity endorsements for mobiles do impact consumers on attributes like style, product features , model, quality which the consumers opine are more truthful and convincing.

Product attributes	N	Mean	Std. Deviation	Std. Error Mean	T -value	Signifi-cance
Brand	500	3.4575	.92973	.04649	7.002	.000
Style	500	3.9325	.80284	.04014	23.230	.000
Product features	500	4.0475	.70816	.03541	29.584	.000
Price	500	3.6725	.89848	.04492	14.970	.000
Quality	500	3.3950	1.29157	.06458	6.117	.000
Warranty	500	3.4575	1.30670	.06533	7.002	.000
Colour	500	3.3150	1.36948	.06847	4.600	.000
Product model	500	2.9500	1.21659	.06083	-.986	.325
Endorsing celebrity	500	3.0150	1.33763	.06688	.224	.823
Value added services	500	2.9900	1.16975	.05849	-.171	.864
Installment purchase facility	500	3.7050	.82138	.04107	17.166	.000

Financial assistance from banks	500	3.9775	.86247	.04312	22.667	.000
Performance	500	4.1025	.84485	.04224	26.099	.000
After sales service	500	4.0550	.83289	.04164	25.333	.000

Table 17: Consumer Preference and Celebrity Endorsement for DTH Services

From the above table it is found that mean value of performance (4.1025), after sales service (4.0550) and product features (4.0475) are highly. This shows that the t-values 26.099, 25.333 and 29.584 are significant. Therefore it can be inferred that while availing DTH services the level of performance clubbed with product features and after sales service are crucial for the consumers and are enhanced when supported by celebrity endorsements, to decide on opting for the right choice of service.

When it comes to style, (3.9325) and financial assistance from banks (3.9775) are statistically significant at 5% level, which relates to the t-values at 23.230 and 22.667 are significant. This shows that these attributes are also considered when availing DTH service.

The table reveals that the mean scores of Installment purchase facility (3.7050) Price 3.6725 warranty (3.4575), brand (3.4575) are significant at 5% level. These factors show t-values 17.166, 14.970, 7.002 and 7.002 which are significant. Hence it can be concluded that the consumers accept the message passed by the celebrities endorsing DTH services when the focus is on price, installment facilities, brand and warranty.

With regard to quality (3.3950), the mean value is significant at 5% level and t-value at 6.117 proves that while availing DTH services the respondents consider quality as an important aspect.

On the contrary, the respondents opine that DTH service does not require celebrity endorsement as this feature having a mean score of 3.0150 with t-value at 0.224 is insignificant at 5% level.

The table also reveals that the mean value of product model (2.9500) and value added services are insignificant with t-values at -0.986 and -0.171, expressing that these two factors are immaterial while deciding on the choice of DTH services.

Hence, it can be concluded that when DTH service is availed attributes like performance, quality, Product features, and quality are prioritized by the consumers in opting for the right choice of service than other aspects like celebrity endorsements, value added service, installment facility etc.

FINDINGS OF THE STUDY

The following are the findings of the study:

1. Personal influence differs based on the age of the consumers where those in the age group of 25-35 have been highly motivated by celebrity endorsements when compared to the consumers falling in the age group of 35-45.
2. Consumers falling within the age group of 45-55 are subject to greater influence of celebrity endorsements, but consumers within the age of 25-35 are less impacted by such endorsements.
3. The respondents of the age group of 45-55 are influenced by celebrity endorsements on aspects that relate to the quality of the product and other promotional aspects pertaining to purchase of durables.
4. The male respondents are highly motivated by personal influence factors like after sales service and discounts as a result of celebrity endorsements when compared to their female counterparts.
5. Female respondents have a greater degree of purchase attitude change as far as choice of alternatives and consumer satisfaction is concerned when it relates to purchase of durable products
6. Male respondents are subject to more of purchase attitudinal change when it relates to the right choice of durable product.
7. Product quality and promotion the female respondents are more conscious of quality of the product and give a favourable response to the promotional aspects pertaining to durable products.
8. Professionally qualified consumers are highly motivated by celebrity endorsed advertisements through personal influence and are convinced by a celebrity's testimonial for enhancement of belief for want satisfaction.
9. The consumers categorised as graduates are highly influenced by celebrity endorsed advertisements.
10. Respondents employed in the public sector focus more on product need and characteristics of durable products than those are employed in the private sector.
11. Product quality and promotion of durable products have a greater impact on respondents employed in the public sector when compared to their professionally employed counterparts.
12. Respondents falling in the income level of Rs. 40,000 and above, find brand recall as an easy and better means of product identification.
13. Celebrity endorsement for durable products is convincing for the respondents falling in the income group of Rs.20, 000 – Rs. 30,000, to arrive at a purchase decision.

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